# Article information:

Logo design process: how professionals do it -  
<https://99designs.com/blog/tips/logo-design-process-how-professionals-do-it/>

# Article summary:

1. Outline a general logo design process that can be used as a starting point.

2. Evaluate the brand and research the industry to understand what kind of impression the brand is aiming for.

3. Understand how competitors and industry leaders have designed their logos to create an effective logo design.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article provides a comprehensive overview of the logo design process, outlining seven steps that can be used as a starting point for creating an effective logo design. The article is reliable in its description of the steps involved in designing a logo, providing examples to illustrate each step in action. However, it does not provide any evidence or sources to support its claims about the effectiveness of these steps or how they should be implemented in practice. Additionally, there is no discussion of potential risks associated with following this process or any counterarguments that could be made against it. As such, readers should take this advice with caution and consider other sources before making decisions about their own logo designs.

# Topics for further research:

* Logo design best practices
* Logo design risks
* Logo design counterarguments
* Logo design implementation
* Logo design evidence
* Logo design sources

# Report location:

<https://www.fullpicture.app/item/58637470f3bf0cfbfa7e2f636769a88b>